P/V study

Phase I

Marlboro Pack buys
" carton "

Extension demo profile -
photographic profile

Red - 100's - pack - carton

L, Ultra - Kings 100's - pack
- carton

full price non-menthol - pack CARTONS

Attitudes
lifestyle
Mind set
attitudes toward buying
product benefits - what are they looking for in a cigarette.
concept statements
social issues on smoking.

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Source: https://www.industrydocuments.ucsf.edu/docs/gqkj0004